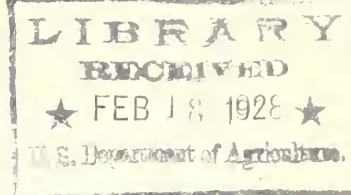


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# LARGE CABBAGE AND CAULIFLOWER GROWERS

## WE GUARANTEE OUR SEEDS

We guarantee that our strain of Danish Ballhead and Copenhagen Market seed will produce a bigger crop of cabbage than any other seed you can buy, or we will refund your money.

We ask no proof. Your word only.

We have grown from 2 to 6 acres of Danish cabbage for market for many years, and have tested strains of seed for 16 years.

We tested for 6 years, side by side, in the field, for TONS PER ACRE, practically all the strains of Danish Ballhead and Copenhagen Market seed grown by the 25 largest Danish seed growers, and at the end of the season, weighed up the cabbage from each strain and have imported the highest yielding strain of each.

We did not carry on the general tests of Danish Ballhead and Copenhagen Market seed the past year, but have imported the strains described below—the same strains which we have had for several years.

### DANISH BALLHEAD

The strain of Danish Ballhead which has had the highest yields in our experiment fields stood in 1924 in Row 5.

The first 10 rows of the field had the following proportions:

Row No. 1.....	926 lbs.	Row No. 6.....	796 lbs.
Row No. 2.....	735 lbs.	Row No. 7.....	857 lbs.
Row No. 3.....	929 lbs.	Row No. 8.....	1072 lbs.
Row No. 4.....	1109 lbs.	Row No. 9.....	547 lbs.
Row No. 5.....	1245 lbs.	Row No. 10.....	998 lbs.

The cabbage was hard in all the rows, but the strain in Row 5 had been bred up so that under the same conditions it produced about 40% more weight of cabbage than the average of the other 9 strains.

We will call the strain that stood in Row 5—STRAIN NO. 5.

The average weight of the heads of the 39 strains tested in 1922 were as follows:

(The No. 5 Strain stood in Row 7 in 1922 and produced the heaviest cabbage of the 39 strains).

Row 7.....	6.34 lbs.	Row 17.....	5.74 lbs.
Row 1.....	6.30 lbs.	Row 30.....	5.72 lbs.
Row 13.....	6.18 lbs.	Row 12.....	5.62 lbs.
Row 33.....	6.15 lbs.	Row 2.....	5.57 lbs.
Row 14.....	6.06 lbs.	Row 25.....	5.51 lbs.
Row 11.....	6.01 lbs.	Row 37.....	5.42 lbs.
Row 8.....	6.00 lbs.	Row 19.....	5.37 lbs.
Row 3.....	5.97 lbs.	Row 16.....	5.35 lbs.
Row 32.....	5.86 lbs.	Row 18.....	5.35 lbs.

Row 31.....	5.32 lbs.	Row 24.....	4.79 lbs.
Row 20.....	5.22 lbs.	Row 28.....	4.77 lbs.
Row 6.....	5.22 lbs.	Row 38.....	4.71 lbs.
Row 10.....	5.18 lbs.	Row 29.....	4.43 lbs.
Row 21.....	5.03 lbs.	Row 5.....	4.26 lbs.
Row 35.....	5.03 lbs.	Row 36.....	4.25 lbs.
Row 4.....	5.02 lbs.	Row 22.....	4.22 lbs.
Row 9.....	5.00 lbs.	Row 23.....	4.05 lbs.
Row 27.....	4.89 lbs.	Row 39.....	4.00 lbs.
Row 26.....	4.81 lbs.	Row 34.....	3.61 lbs.

The No. 5 Strain is the one we have.

The price is \$4.00 per pound.

We will sell anyone one or more pounds of this seed and at the end of the season, when the cabbage is cut, if you do not have a heavier yield than any of your neighbors, or if the seed has not been satisfactory in every way, we will refund the \$4.00 for each pound of seed you bought.

We ask no proof. Just your word.

We could not sell seed this way unless we were confident our customers cannot get any seed that will produce as big a crop.

We have been cabbage growers, as well as plant growers, for over 20 years, and we believe we grow the biggest crops that have ever been grown in New Jersey.

The fertilizer on our trial grounds we drill in broadcast, with a fertilizer drill, across the rows, so that each strain shall have exactly the same amount of fertilizer.

We are so well satisfied that there is no other strain of seed can equal it, that we offer to sell it to any cabbage grower, and after he cuts his cabbage in the Fall, if there is any strain equals it, we will give him back his money.

That is fair.

We do not, of course, guarantee that every man can grow as big a crop of cabbage as we can, because we have had over 20 years experience in growing cabbage.

We do not guarantee the seed in any way beyond the price paid for the seed.

We plow down a sod as early in Spring as the ground is in good condition, harrow both ways about every week to keep the moisture in and kill the weeds, until about the middle of June, then crossplow and fertilize pretty heavily with a complete fertilizer.

Harrow the fertilizer in until the harrow runs 4 or 5 inches deep and set the plants.

By the time the plants are set we have probably harrowed the field 15 or 18 times, have kept the moisture in the ground, mixed the fertilizer thoroughly with the soil, and killed practically all the weeds.



We cultivate a number of times both ways and hoe as needed.

But the frequent harrowings have got the ground so clean and in such good condition that the plants need little hoeing.

After this extensive pre-culture one can always go into the cabbage field, scrape off a couple of inches of the top soil, and find the ground mellow and containing plenty of moisture.

The frequent harrowings have kept the moisture of the Spring in there yet.

If you depend upon Summer rains they may not come, but if you conserve the moisture from the Spring, by plowing under manure or sod, and harrowing frequently, you have got a sure thing as the ground fills up with water every winter.

We sow broadcast over the plants during the growing season Nitrate of Soda, 3 or 4 times, about 100 lbs. each time.

This method produces, if you start with the best seed, about the biggest crop that can be grown, though manure and less fertilizer is good, if you have it.

It is ruinous to try to make money with a poor strain of seed, however good a farmer a man may be.

Trumansburg, N. Y.

"The Danish seed I had from you last year produced the best cabbage in quantity and quality grown in this locality. That is what the buyers told me."

Tully, New York.

"I sowed two pounds of your Danish Ballhead Cabbage seed and it is O. K. When can you ship me 18,000 or 20,000 early Copenhagen plants?"

La Fayette, New York.

"We got 1½ lbs. of Danish Ballhead seed last year. The cabbage beat anything we ever saw."

## COPENHAGEN MARKET

In regard to the Copenhagen Market, we received the following letter dated April 7th, 1923:

Hall, N. Y., April 7th, 1923.

F. W. Rochelle & Sons,  
Chester, N. J.  
Gentlemen:

I would like to get a pound of your No. 11 strain of Copenhagen Market cabbage seed. This seed is to be used in the Ontario County variety tests on mid-season cabbage, so I would like to get the very best seed available. If you should have any other strains that you feel are better than the general commercial seed I would appreciate it greatly, if you could send us a small sample to be used in this test work.

You might be interested to know that last year your strain No. 11 led all varieties in all of the tests as to yield.

I will be glad to send the remittance for this seed as soon as I get statement for same.

Yours very truly,

O. R. Robson,  
Community Chairman.

As Mr. Robson's letter was not received until April we did not have the seed to send him.

If we remember right Mr. Robson ordered 30,000 or 40,000 plants from our No. 11 seed in June, but unfortunately we were sold out.

In February 1924, he bought several pounds of the No. 11 seed and also some of our Danish Ballhead.

On July 23rd he wrote us the following:

"The seed of the No. 11 Copenhagen strain has shown up so very well so far this year, and I have some very fine looking plants from it. At least it looks fine enough that I would like to get two pounds of seed just like it from the same lot of seed if you are able to supply it.

If you are able to send me this seed I feel sure that I will be assured of good plants and a good crop of cabbage another year."

The Copenhagen Market which we have to sell is the No. 11 strain 1926 crop, the same as Mr. Robson requested and which we sent him.

Clifton Springs, Ontario County, N. Y.  
April 21, 1926.

F. W. Rochelle & Sons  
Chester, New Jersey.

Dear Sirs:

Please send me by mail at once 2lbs. Copenhagen market, No. 11 at \$4.00. Inclosed you will find check for same.

I got 80 tons market cabbage from 2 5-8 acres—measured acres: Best I ever raised.

Please send at once:

Yours truly,

One Danish grower has the highest yielding strain of Danish Ballhead and another grower the highest yielding strain of Copenhagen Market.

The growers of each of these best strains of seed, do not have to send agents to sell their seed.

It is all ordered and often sold before the season is half over.

Danish Ballhead or Copenhagen Market \$4.00 per pound. Half pound, \$2.25; quarter pound, \$1.50, postage paid.

The biggest crop of cabbage in your neighborhood in the Fall or your money back.

*Other Varieties of Cabbage Seed*—We supply the best varieties of All Head Early, Succession, Enkhuizen Glory, Sure Head, Early Flat Dutch, Late Flat Dutch, Early Summer, Savoy, Summer Danish Ballhead, and Red Rock that we know of at \$3.00 per pound, \$2.00 per half pound, \$1.25 per quarter pound, postage paid.

We guarantee 95% germination of all of our seeds or its equivalent.

If, when we are ready to ship the seeds, any strain tests less than 95% we send enough extra seed to make it 95%, so that every customer shall get the number of plants he has a right to expect from the seed he buys.

**PLANTS**—We have many acres of field-grown cabbage and Cauliflower plants ready about June 1st. Cabbage plants, \$2.00 per 1,000; Re-rooted, \$2.25; 5,000, \$10.00. Cauliflower plants, \$4.50 per 1,000; 5,000, \$20.00. No business done on Sunday.

# SNOWBALL CAULIFLOWER SEED

We have, we think, the largest sale of Snowball Cauliflower Plants in the world and we have the best strains of Snowball Cauliflower seed that can be procured.

We have received orders for 550,000 Cauliflower

plants from members of the Long Island Cauliflower Association or their neighbors IN ONE DAY.

We have sold out every cauliflower plant we had to members of the Long Island Cauliflower Association or their neighbors three separate years.

Sutton, Mass., Mar 26, '25.

F. W. Rochelle & Sons,

Dear Sirs:

Your letter of Jan. 21st in regard to Seeds and Plants was received.

I note what you say in regard to quality, viz.—“Which we believe is the best strain in existence.”

I am not going to dispute your claim for I have tried your plants for two seasons with remarkable success.

A representative of one of the largest seed houses in the State inspected my cauliflowers last Fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.

I understand that firm wrote you and tried to buy seed from you, but was refused, for which I am duly thankful.

I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5,000 plants, probably more, also seed.

I would like the first 5,000 plants that you produce.

I find that the sale of cauliflower begins earlier each year.

Yours truly,

\_\_\_\_ Farm  
HOT BED VEGETABLES  
\_\_\_\_, Owner

Member of Norfolk Hot Bed Growers' Association

Messrs. F. W. Rochelle & Sons,  
Chester, N. J.

\_\_\_\_, Virginia, June 10, 1925.

Gentlemen:

I wish to say that the six thousand Snowball Cauliflower Plants purchased from you last Fall were the finest I have ever seen.

I was given credit for having the finest Cauliflower in the two counties, (Norfolk and Princess Anne, the two greatest trucking counties in the United States) and I want to place my order for 16,000 for delivery between August 20th and 25th, as I want to be sure of getting your plants again.

I want to be sure to get the same variety and re-rooted plants as you shipped me last August, as they were splendid.

Let me know if you require a deposit and I will mail you check and will write you later exact mailing date.

Yours very truly,

Hobart, New York.

“The cauliflower plants bought from you yielded second to none in this neighborhood.”

South Kartright, New York.

“The cauliflower plants I got from you last year were the best around here.

“I had the best crop around here—great, big ones.”

Plainfield, Vt.

“Have planted your cauliflower plants for three years now and have had the best cauliflower in my town.”

Johnstown, Pa.

“The cauliflower plants last year made fine heads. I had one dealer tell some other men that that was the finest cauliflower he ever saw.”

Maytown, Pa.

“The cauliflower I got from you last season headed up fine. None as nice put on the market in Marietta.”

Shavertown, New York.

“The cauliflower plants that I bought from you last spring did fine.”

Topsham, Maine.

“Please send me 1,000 cauliflower plants. You certainly send good plants. Last year I bought 500



cauliflower plants from another place. I got 10 heads out of the 500, but the 500 plants I got from you I lost but 3, and every plant had a good head."

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Clark's Summit, Pa.

"The cauliflower we got from you last year was the best we ever had."

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Wilton, N. H.

"We had the finest and largest cauliflower from you last year. Every one remarked about them. Sold them very quickly."

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West Ossipee, N. H.

"Last year was the first time I ever tried cauliflower. I put up a sign and took it down in 24 hours. A man came at 9:30 at night for 3 heads, said he would carry them in from the field. He took two and said I would have to take the other. You could not have put any one of them in a water pail—just on manure. He said he never saw anything like it before—it must have been the plants—as it is not me. I came here from Boston six years ago. I am no farmer.

"Send me 3,500 cabbage plants—I will leave it to you what to send—I want a hard winter cabbage."

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Conyngham, Pa.

"Cauliflower plants received last year. Had a fine crop."

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Danville, Pa.

"Last year my cauliflower headed up grand."

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Port Jervis, New York.

"I purchased several thousand cabbage and cauliflower plants from you last year and I must say they were the best ever."

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Merrimack, N. H.

"Your cauliflower plants were good last year. Am sending a double order this year."

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Waterbury, Conn.

"Please send us as soon as you can 1,000 Snowball Cauliflower plants, the same as we had last year."

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Bros.

#### CAULIFLOWER SEED PRICES

We have three strains of Cauliflower seed:

Long Island Snowball,

"Catskill" Snowball,

Extra Early Erfurt.

"Catskill" Snowball is the earliest and Long Island Snowball next. Erfurt is a little later.

The price of each is: Per pound, \$32.00; ½ pound, \$17.00; ¼ pound, \$9.00; 2 ounces, \$5.00; 1 ounce, \$3.00; ½ ounce, \$2.00. All postage paid and insured.

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We have made a specialty of Seeds and Plants of Cabbage, Cauliflower and Celery for 30 years.

We were the first to begin scientific trials of strains of Danish Ballhead Cabbage seed for TONS PER ACRE by WEIGHING accurately the cabbage produced by each strain instead of looking at the field or plot or row and deciding by general appearance.

Some strains of cabbage are "leafy"—have a large leaf development, and a row or plot of these plants in the trial field may look to be the best cabbage, but not produce near the weight of heads that some less conspicuous row or plot yields.

The only way to tell with certainty the highest yielding strain is to WEIGH accurately the cabbage in each row or plot.

We were the ORIGINATORS of this sure and scientific way of testing the strains and have used it for 16 years.

We made the first extensive and accurate field tests of different strains of Danish Ballhead seed about 16 years ago, and published the results.

A professor of the Penn Agricultural Experiment Station wanted us to furnish the Station with the information obtained.

Our trials resulted in their taking up extensive trials of cabbage seed, which they have carried on for many years.

One of the largest Eastern seed houses asked us to test their strain of cabbage seed.

Later one of the oldest and largest of the growers of Long Island cabbage seed, one who had been President of the American Seed Association—engaged us to take all of their special stocks of seed, which we did, and grow plants for them from which to grow cabbage seed.

The Long Island Cauliflower Association—an Association which includes the wholesale growers of probably 30 towns, and which is the largest Association of the kind in the world, engaged us to grow plants for them from their seed and also gave us new strains and asked us to test them.

We also grew as high as 190,000 Cauliflower plants for single members of the Association.

# F. W. ROCHELLE & SONS,

## CHESTER, NEW JERSEY